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NETRATINGS RESPONDS TO INTERNET ADVERTISING BUREAU INVITATION

New York, April 23, 2007 – NetRatings, Inc. (NASDAQ: NTRT), a global leader in Internet media and market research, today responded to the letter received from Randall Rothenberg, president and CEO of the Internet Advertising Bureau (IAB).

The IAB letter, dated April 19, 2007, encouraged NetRatings to participate in a third-party audit of its Internet audience measurement service via the Media Rating Council (MRC) process.

In his response to the IAB, full text included below, William Pulver, president and CEO of NetRatings, commented, “NetRatings shares the IAB’s enthusiasm for building accountability across the digital media marketplace, and we look forward to meeting with you – and our fellow members – to discuss the opportunities and challenges relating to Internet audience measurement.” Mr. Pulver added, “NetRatings is the only Internet Audience Measurement research company to have completed the MRC’s pre-audit, and we are currently executing on a formal Research Plan jointly developed with the MRC’s Research Committee. We look forward to taking the next appropriate steps in the audit process.”

NetRatings letter to the IAB

April 23, 2007

Mr. Randall Rothenberg
President & CEO
Internet Advertising Bureau
116 East 27th Street, 7th Floor
New York, NY 10016

Dear Mr. Rothenberg:

NetRatings received your invitation sent on behalf of the Internet Advertising Bureau and we welcome the opportunity to work with you in your new role as President and CEO of the IAB. NetRatings shares the IAB's enthusiasm for building accountability across the digital media marketplace, and we look forward to meeting with you – and our fellow members – to discuss the opportunities and challenges relating to Internet audience measurement. Our interests are aligned, and we are committed to working together to define and implement research methods and services that will support the ongoing growth of the medium.

The IAB has reviewed Nielsen//NetRatings' services in the past and we have over the last several years worked closely with the MRC, demonstrating our track record of transparency and cooperation. NetRatings is the only Internet Audience Measurement research company to have completed the MRC's pre-audit, and we are currently executing on a formal Research Plan jointly developed with the MRC's Research Committee. We look forward to taking the next appropriate steps in the audit process. As a result, we were surprised by your comment that, "We simply cannot let the Internet, the most accountable medium ever invented, fall into the same bad customs that have hindered older media and angered advertisers for decades." NetRatings anticipates attaining full MRC accreditation in the future, similar to MRC accreditations held by many established media measurement companies, including Nielsen Media Research, which submit to regular audits.

Nielsen//NetRatings provides high quality, relevant and innovative research and analysis to support online businesses. Since our inception in 1997, we have made significant investments to build a broad portfolio of patented panel- and site-centric measurement tools to create comprehensive products that report, among other things, audience estimates, demographic information and consumer behavior. NetRatings is taking a leadership position in integrating data from multiple sources to deliver accurate information on which both advertisers and publishers can rely. In addition to our work in integrating panel and site data, we are also working swiftly to address recent technology changes unique to our medium, including proper measurement of streaming media and AJAX as well as expanding Web site classification to six levels. Further, we are working closely with our partner Nielsen Media Research to address the convergence of television and the Internet.

It is a vibrant and constant dialogue with our clients and the marketplace that drives NetRatings' investment and product development strategy, and we look forward to continuing the conversation with the IAB and its members to support the strong momentum in the digital media space.

Sincerely,

William Pulver
President and CEO

About NetRatings

NetRatings, Inc. (Nasdaq: NTRT) delivers leading Internet media and market research solutions, marketed globally under the Nielsen//NetRatings brand. With high quality, technology-driven products and services, Nielsen//NetRatings is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis. For more information, please visit www.nielsen-netratings.com.

Safe Harbor Statement

This press release contains statements that may constitute forward-looking statements pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are based on current expectations and assumptions and involve a number of uncertainties and risks that could cause actual results to differ materially from those currently expressed in any such forward-looking statements. Information about potential factors that may affect NetRatings' business and financial results is included in its annual report on Form 10-K for the fiscal year ended Dec. 31, 2006 and its quarterly reports on Form 10-Q, including, without limitation, under the captions "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors That May Affect Our Performance." Each of these documents is on file with the SEC and is available free of charge. Readers of this press release are referred to such filings. The forward-looking statements herein speak only as of the date of this press release. NetRatings does not undertake to update any forward-looking statement that may be made from time to time by it or on behalf of NetRatings.

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